

Exhibit E

01514052 Supplier Number: 45835093 (THIS IS THE FULLTEXT)

Many Ways to Sell

Travel Agent, v0, n0, p36

Oct 2, 1995

ISSN: 1053-9360

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 168

TEXT:

Enterprise Rent-a-Car has built an **effective organization** for marketing off -airport car rentals. The bad news for agents is that Enterprise has made what is calls "substantial investments" in technology to make it easier for insurance companies to do business with Enterprise. it has a "call back" system that aids insurance adjusters by checking with body shops to determine when the dents have been pounded out of a customer's car.

The company's Claims Connection" is a 24-hour car reservation service that enables insurance adjusters to quickly secure a car for customers.

ARMS , or the Automated Rental Management System, allows insurance companies to do business with Enterprises electronically, including making reservations, rental extensions, billing, and payment.

Enterprises also says it works closely with the major auto manufactures and their dealers to provide cars for their customers when their car are in dealers' repair shops. Ford and Lincoln-Mercury have gone so far as to endorse Enterprises as their dealers' car rental company of choice to provide replacement cars to customers.

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Subscription: \$250.00 per year. Published weekly. 801 Second Avenue, New York, NY 10017.

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PUBLISHER NAME: Universal Media, Inc.

COMPANY NAMES: *Enterprise Rent-A-Car Co.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *4512000 (Local Air Service)

INDUSTRY NAMES: BUSN (Any type of business); TRVL (Travel and Hospitality)

NAICS CODES: 481111 (Scheduled Passenger Air Transportation)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 25 New Electronic Marketing; 59 Channels of Distribution

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